Executive Master's Degree
Personal Brand Building

M P B B

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Executive Master's Degree
Personal Brand Building

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Credits: **60 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Target Group: **University Graduates who have previously completed any of the degrees in the fields of Social Sciences, Administrative and Business Sciences, Marketing, and Corporate Communications.**

Website: **www.techtitute.com/us/school-of-business/professional-master-degree/master-personal-brand-building**

Index

01
Welcome

To develop successfully in the business world in the digital universe requires visibility and the implementation of effective strategies that lead to the creation of a powerful personal brand, generating a solid and loyal community, which makes it grow. In this sense, the figure of the Brand Manager has gained special relevance, given their skills for the design and development of actions in an expanding ecosystem. For this reason, TECH launches this academic proposal 100% online which will allow students to obtain specialized knowledge about the self-diagnosis phase, planning, visibility techniques and Growth Marketing. All this, in addition, with an excellent team of experts with a great experience in Communication and Marketing.

Executive Master's Degree in Personal Brand Building.
TECH Global University

Successfully launch your Personal Brand thanks to this Master's Degree, developed by leading figures in the Communication and Marketing sector"

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.

" *TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

At TECH Global University

Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% of TECH students successfully complete their studies

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000 executives prepared each year

+200 different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

+500 collaborative agreements with leading companies

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.

Academic Excellence

TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level"

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05 Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06 Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

20% of our students develop their own business idea.

07 Improve *soft skills* and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08 You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Global University community.

We give you the opportunity to study with a team of world-renowned teachers.

04
Objectives

This program has been conceived with the main purpose of offering the professional the necessary knowledge to create and manage a Personal Brand Building project from start to finish with all the guarantees of success. To achieve this goal, the graduate will have pedagogical tools that will allow him/her to acquire a theoretical-practical learning that can be directly applied in his/her daily practice. Thus, at the end of this degree you will be able to build a value proposition, define your business model and work the verbal and visual identity in digital environments.

You will analyze numerous success stories of personal brands of entrepreneurs and independent professionals so that you can integrate their methodology in the construction of your Personal Brand"

TECH makes the goals of their students their own goals too. Working together to achieve them.

The **Executive Master's Degree in Personal Brand Building** will enable students to:

01 Identify and define the main elements to effectively develop and manage a personal brand

02 Discover the elements that will help you work on your personal brand identity and achieve coherence

03 Work in depth on the strategic elements that will form the basis of your messages and personal story

04 Develop the message in its different rational and emotional forms

05 Conceptualize a content strategy in line with the personal brand

06 Examine the possibilities offered by the main social platforms for the design of effective personal branding strategies

08 Analyze and define the main elements that make up an optimized LinkedIn profile, compiling effective strategies to strengthen the digital presence on this platform

09 Determine how to approach and improve the process of content creation

07 Identify the steps for the development of a strategic plan for personal branding in social media, establishing objectives and KPIs to measure results

10 Study success stories of personal brands in different sectors

Skills

To carry out a correct Personal Branding strategy it is necessary to master all the digital tools that exist today. For this reason, this program includes in its syllabus the most advanced existing software for the organization and creation of content, as well as for the development of actions in the most popular social networks. In addition, thanks to the proximity of the teaching staff, you will be able to resolve any doubts you may have about the content of this advanced syllabus.

" *Make the most of the existing digital tools to develop content for your Personal Brand in the different social networks"*

01 Develop the best strategic formula to connect with the audience

02 Enhance skills in creating relevant and engaging content for the audience on LinkedIn, and demonstrate the impact of that content on community growth and personal brand building

03 Evaluate and examine data analysis of LinkedIn activity, and inform strategic decision making based on the results obtained

04 Enhancing effective communication skills to improve Networking

05 Apply metrics for measuring the success of Networking and Public Relations strategies

06 Generating specialized digital skills for any personal brand: communicating to sell

Structure and Content

In an increasingly competitive market it is essential to have an adequate Personal Branding management. For this reason, this Master's Degree in Personal Brand Building has been designed to offer the techniques and tools of communication and corporate marketing that allow professional differentiation and growth in the digital world. All this, moreover, in a program that takes place over 12 months and is intended to be a unique learning experience.

"

This is a flexible degree, which does not require attendance and has a syllabus that is accessible 24 hours a day, from any digital device with an Internet connection"

Syllabus

The Master's Degree in Personal Brand Building is an academic option that leads the professional to obtain a specialization in the creation of Branding, Digital Identity and Reputation, through the most effective techniques for self-diagnosis, planning and implementation of a strategy in the digital world.

It is, therefore, an advanced university degree with a syllabus that also covers Brand Core, Brand Positioning, Elevator Pitch, Personal Storytelling and the selection of strategic platforms or the creation of a content plan, among others.

An extensive syllabus that is complemented with video summaries of each topic, in focus videos, complementary readings and numerous case studies that will allow the professional to obtain an effective learning experience. In addition, thanks to the Relearning method, students will not have to invest a large number of hours studying, since the continuous reiteration of the most important content throughout the 1,500 teaching hours will allow them to consolidate these concepts in a simple way

An excellent opportunity to progress through a university degree that you can take at your convenience you can study comfortably, when and where you want. All you need is a digital device (cell phone, tablet or computer) with an internet connection to view this cutting-edge program and unique in the academic panorama.

This Executive Master's Degree takes place over 12 months and is divided into 10 modules:

Module 1	Personal Brand Building. Personal Branding, Digital Identity and Corporate Reputation
Module 2	Self-Diagnosis for Personal Brand Building Reputation in the Market, SWOT, Audit and Benchmarking
Module 3	Personal Brand Planning. Differential Factor Analysis Positioning pillars: Brand Core and Brand Positioning
Module 4	Personal Brand Strategies. Brand persona. Verbal and visual identity keys. Elevator pitch, public speaking and personal storytelling
Module 5	Personal Brand Development. Strategic selection of platforms, communication strategy and content plan. Copywriting techniques
Module 6	Social Media Branding. Visibility and engagement strategy on Instagram, Twitter, Facebook and TikTok
Module 7	Personal branding on LinkedIn. Visibility and engagement strategies on LinkedIn
Module 8	Networking for personal brand building. Networking, events and PR strategies as levers for growth
Module 9	Inbound and e-mail marketing strategies, techniques and tools for building and generating personal branded content
Module 10	KPIs Personal brand impact: metrics for measuring results and multi-sector success stories

Where, When and How is it Taught?

TECH offers the possibility of developing this Executive Master's Degree in Personal Brand Building completely online. Over the course of 12 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Personal Brand Building. Personal Branding, Digital Identity and Corporate Reputation

1.1. Personal Branding
1.1.1. Personal Branding Key Aspects
1.1.2. Benefits of Personal Branding Building
1.1.3. Personal Branding in the market

1.2. Personal brand journey
1.2.1. Self-awareness phase
1.2.2. Purpose phase
1.2.3. Positioning and visibility
1.2.4. Results phase: keys to be the chosen option

1.3. Digital Identity and Netiquette
1.3.1. Digital Identity
1.3.2. Netiquette and its impact on personal brand
1.3.3. Application of Netiquette in the different different platforms

1.4. Network positioning
1.4.1. How to know, control and manage online reputation
1.4.2. The importance of personal branding in the digital age
1.4.3. Keyword Search for Personal Brands

1.5. Skills for creating a personal brand
1.5.1. Effective Communication
1.5.2. Leadership and Team Management
1.5.3. Critical thinking and problem solving

1.6. Corporate reputation of the personal brand
1.6.1. Corporate Reputation
1.6.2. Online reputation management
1.6.3. Corporate reputation and ethics

1.7. Personal brand Monetization
1.7.1. Niche market research
1.7.2. Business model and diversification of revenue sources
1.7.3. Elaboration of proposals and conditions

1.8. Innovation in personal branding
1.8.1. Identification of new opportunities and trends
1.8.2. Experimentation with new forms and approaches
1.8.3. Design thinking applied to personal branding

1.9. Offline and online crisis prevention and management for personal brands
1.9.1. Strengthening personal branding for crisis prevention
1.9.2. Offline and Online Reputation Crisis Management
1.9.3. Implementation of post-crisis measures after the crisis

1.10. Maintaining and updating of the personal brand
1.10.1. The continuous improvement plan
1.10.2. Competence map
1.10.3. Action plan review

Module 2. Self-Diagnosis for Personal Brand Building Reputation in the Market, SWOT, Audit and Benchmarking

2.1. Self-diagnosis for personal brand building
2.1.1. Self and Self-Knowledge-diagnosis for personal brand building
2.1.2. Self-knowledge: step one in personal brand management
2.1.3. Key aspects of the personal brand building process

2.2. Market reputation.An outward look
2.2.1. Importance of brand perceptions and reputation
2.2.2. Connection between others' perceptions and personal brand values
2.2.3. Compilation of data perceived in the market as personal branding

2.3. Personal SWOT applied to Personal Brand Building
2.3.1. SWOT applied to personal branding
2.3.2. Personal SWOT development strategy
2.3.3. How to leverage and capitalize on strengths

2.4. Auditing, best practices and benchmarking
2.4.1. Identification of the personal brands that are referents in the sector
2.4.2. Identification of factors leading to success
2.4.3. Positioning objective to be achieved as a personal brand builder

2.5. The Purpose: the polar star that guides the Personal Brand
2.5.1. The purpose of life
2.5.2. Identifying the Purpose: powerful questions
2.5.3. Ikigai and other clarification tools
2.5.4. Coherence and Identity. Connection between personal brand and life purpose

2.6. Objectives in personal branding
2.6.1. Number one target identification strategy for personal branding
2.6.2. Determination of SMART objectives
2.6.3. Visibility or Sales Reflection

2.7. Reflection on target audience and value proposition
2.7.1. Target Audience: identification of the company interested in your strengths
2.7.2. Value Proposition Determination
2.7.3. Strategy to develop value proposition

2.8. Impact of self-knowledge on personal brand development
2.8.1. Case Study: Brand value identification process
2.8.2. Case Study: Utility to impact differentiation as personal branding
2.8.3. Case Study: The Impact in The Target Audience

2.9. Business Models
2.9.1. Monetization feasibility study of a personal brand
2.9.2. Identification of key players and other relevant
2.9.3. Starting a personal branding business

2.10. Personal Branding Model Canvas in practice
2.10.1. Personal Branding Presentation Model Canvas
2.10.2. Tool Use
2.10.3. Practical Example

Module 3. Personal Brand Planning. Differential Factor Analysis Positioning pillars: Brand Core and Brand Positioning

3.1. The three pillars of brand positioning: "know yourself, develop yourself, show yourself"
3.1.1. The methodology of the personal brand iceberg
3.1.2. Order: the key to success
3.1.3. Change and dynamism. The need to reevaluate

3.2. How to turn your personal SWOT into a strategic plan
3.2.1. How to turn weaknesses into strengths
3.2.2. How to turn threats into opportunities
3.2.3. How to turn Strengths into opportunities

3.3. Brand Core I. Purpose: Identification. Uses. Examples:
3.3.1. If you have a why, you will solve the how and the what
3.3.2. Methodologies to identify the purpose
3.3.3. Inspiring examples of purpose

3.4. Brand Core II. Vision. Examples:
3.4.1. Identification of Short, Medium and Long-Term Objectives. Goal setting
3.4.2. Why it pays to be ambitious in your vision
3.4.3. Inspiring examples of vision and its usefulness in personal branding

3.5. Brand Core III. Values. Identification, Management and Projection. Examples:
3.5.1. Tools to identify Values
3.5.2. Values Management and Projection through images or testimonials
3.5.3. Examples of projection and use of values

3.6. Brand Positioning I. Audience, Customer Segments
3.6.1. Demographic profiles to identify audiences
3.6.2. Psychological profiles. Fears and illusions
3.6.3. Empathy: Understanding people's objections people's objections to working with you

3.7. Brand Core II. Market
3.7.1. Understanding the market context of the audience
3.7.2. Research to measure the potential market
3.7.3. Development of positioning maps

3.8. Brand Core III. Objectives
3.8.1. Target per reference field
3.8.2. Objective by specialty
3.8.3. Target by geographic area

3.9. Brand Core IV. Value Proposition Relevance and Difference. Examples:
3.9.1. Personal Value Proposition Canvas. The Customer
3.9.2. Personal Value Proposition Canvas. The relevant difference
3.9.3. Inspiring examples of personal value propositions of personal value

3.10. Brand Positioning V. Business Model You, your business model
3.10.1. Osterwalder, Pigneur, Clark's Business Model You canvas
3.10.2. Key Elements Customers, value added, channels and roles
3.10.3. Activities, resources, key partners and economic model

Module 4. Personal Brand Strategies. Brand persona. Verbal and visual identity keys. Elevator pitch, public speaking and personal storytelling

4.1. Brand Persona I. Archetypes of Personal Branding. Examples
4.1.1. Jung's 12 archetypes. Examples
4.1.2. The 16 archetypes of the 16 Personalities test
4.1.3. The archetypal mixture. Impulse and fear in archetype management

4.2. Brand persona II. Personality
4.2.1. Brand Voice. Voice tone descriptors
4.2.2. Projection of voice tone
4.2.3. Examples of tone of voice usage

4.3. Brand persona III. Naming & Tagline
4.3.1. Use of mind maps to get to the tagline
4.3.2. Use of mind maps to get to the tagline
4.3.3. The five formats of a memorable slogan

4.4. Verbal and Non-Verbal Identity
4.4.1. Verbal identity. Estilo escrito y estilo oral
4.4.2. Non-verbal identity: What defines our uniqueness
4.4.3. Inspiring examples of verbal and non-verbal identity

4.5. Visual identity, image and consistency with the message
4.5.1. Visual Identity Going unnoticed with the "no image"
4.5.2. Marked visual identity, pros and cons
4.5.3. Examples of visual identity

4.6. Elevator Pitch. Examples
4.6.1. The Tony Reiss Method: Wow, How, Now
4.6.2. Personal presentation, sales pitch, pitch to attract investors
4.6.3. Adaptation to Realistic Life. Examples

4.7. Public speaking, keys to natural and inspiring speeches
4.7.1. The skeleton of the discourse and the solver
4.7.2. The good, the bad, the journey, the denouement
4.7.3. What the best stories have in common

4.8. From data to story: The 5 types of personal storytelling
4.8.1. Introductory story and introspective story
4.8.2. Value proposition story
4.8.3. A story of values and a story to to break down barriers

4.9. Learning from the best: personal best stories
4.9.1. Business story
4.9.2. Political or election-focused story
4.9.3. Story adapted to any situation

4.10. Personal Branding Canvas
4.10.1. Competitors: audience, positioning, communication
4.10.2. Sector: skills, profession, reasons to believe, identity
4.10.3. Investments and results

Module 5. Personal Brand Development. Strategic selection of platforms, communication strategy and content plan. Copywriting techniques

5.1. Personal communication canvas I. Audience, message and medium
5.1.1. Audience Background, demographics, obstacles, common objections
5.1.2. Message Value proposition, Pitch, bio RRSS, about me, LinkedIn, personal account
5.1.3. Medium: mass, professional, personal or hybrid networks, vertical networks

5.2. Communication Plan II. Ingredients and formats for a digital biography
5.2.1. Choosing a personal brand name based on its exclusivity and strength
5.2.2. Reformulation of a value proposition in a short title
5.2.3. Definition of occupation, experience, hard skills and soft skills

5.3. Communication Plan III. The content plan: Creation
5.3.1. Choice of sources, subscription models of subscription
5.3.2. Establishment of categories and subcategories
5.3.3. 800 words inspired by experiences and competences

5.4. Communication Plan IV. The content plan: Healing
5.4.1. Content curation and programming formats
5.4.2. The moment of truth: posting, commenting, interacting, connecting
5.4.3. Control, iterate, test

5.5. Communication canvas V. Prescribers
5.5.1. Satisfied customers, the best prescribers
5.5.2. Family & Friends: fellow students, work colleagues, etc.
5.5.3. Sector leaders, professional associations, associations

5.6. Communication Plan VI. Personal marketing investment, monetization
5.6.1. Investment: time, subscriptions, legal, branding, paid media, variable costs
5.6.2. Monetization: sale of product, time (consulting, training, mentoring)
5.6.3. Passive monetization: subscriptions, licenses, online courses, ebooks, affiliate sales

5.7. Copywriting strategies: From concept to text
5.7.1. Benefits versus features
5.7.2. Social proof and Bandwagon effect
5.7.3. Titles, messages, metaphors, verbs and rhythm

5.8. Artificial intelligence strategies applied to content, copywriting and image
5.8.1. AI does not supplement, it complements. AI usage strategy
5.8.2. Prompts to expand content
5.8.3. Prompts for copywriting and use of images

5.9. Keys to crisis prevention and management
5.9.1. Online presence monitoring
5.9.2. Creation of action plan protocols
5.9.3. Addressing the crisis: speed, transparency and honesty

5.10. Executive reputation
5.10.1. Integrity and ethics: Values pillars reputation, sustainability and CSR
5.10.2. Effective Communication Assertiveness, empathy, acknowledgment of mistakes, celebration of achievements
5.10.3. Diagnosis and measurement of management reputation

Module 6. Social Media Branding. Visibility and engagement strategy on Instagram, Twitter, Facebook and TikTok

6.1. Social Media Branding: Relevance to personal branding

6.1.1. Role Playing Personal Brand in Social Media
6.1.2. Online management platforms: Personal brand Loudspeaker
6.1.3. The pillars of a good digital personal branding strategy

6.2. Strategic approach as a basis for Social Media Branding

6.2.1. The role of research and active listening in personal branding strategy
6.2.2. Analysis of the competition in social networks
6.2.3. Identifying the target audience for the personal branding strategy

6.3. Social Media Branding

6.3.1. Developing a social media plan for personal branding
6.3.2. Identification of the objectives of the personal brand in social networks
6.3.3. KPIs to analyze results

6.4. Engagement and visibility strategies for personal branding

6.4.1. Online ecosystem: definition of the digital presence and selection of platforms
6.4.2. Factors that drive engagement in social networks
6.4.3. Visibility in social networks and best practices

6.5. Creation of a coherent digital presence

6.5.1. Creation of a coherent brand image in social networks: visual identity, verbal anchors and style guides in social networks
6.5.2. The brand message and the role of content in the success of the strategy
6.5.3. Differentiation of the personal brand in the digital world

6.6. Content strategy: creation of a social media content strategy that reflects the brand's identity and connects with the audience

6.6.1. Content creation process for different social media platforms
6.6.2. The importance of storytelling in personal branding on social networks
6.6.3. Creation of a publication calendar to maintain a constant and coherent online presence

6.7. Using Instagram for personal branding

6.7.1. Why be on Instagram: reports and audiences
6.7.2. Understanding the algorithm for designing content strategy on Instagram
6.7.3. Best practices to increase engagement and visibility
6.7.4. KPIs Measurement and analysis of results on Instagram

6.8. Using Facebook for personal brand building

6.8.1. Why be on Facebook. Reports and hearings
6.8.2. Understanding the algorithm for designing content strategy on Facebook
6.8.3. Best practices to increase engagement and visibility
6.8.4. KPIs Measurement. Analysis of Facebook results

6.9. Using Twitter for personal brand building

6.9.1. Why be on Twitter: reports and audiences
6.9.2. Best practices to increase engagement and visibility
6.9.2. KPIs Measurement and analysis of results on Twitter

6.10. Using Tik Tok for personal brand building

6.10.1. Why be on Tik Tok: reports and audiences
6.10.2. Best practices to increase engagement and visibility
6.10.3. KPIs Measurement and analysis of results on Tik Tok

Module 7. Personal branding on LinkedIn. Visibility and engagement strategies on LinkedIn

7.1. **Strengthening the Profile LinkedIn User Profile**

7.1.1. Analysis of a LinkedIn user profile
7.1.2. Clarification of LinkedIn use objectives
7.1.3. Identification of areas for improvement in the LinkedIn profile

7.2. **Audience Building of followers on LinkedIn**

7.2.1. Definition of Audience on LinkedIn
7.2.2. Tailoring the message to the audience on LinkedIn
7.2.3. Audience Building of Publication on LinkedIn

7.3. **Community of reference on LinkedIn**

7.3.1. LinkedIn content leader search
7.3.2. Identification of other community members on LinkedIn
7.3.3. Interaction and collaboration with other members of the LinkedIn community

7.4. **Connecting with active users on LinkedIn**

7.4.1. Importance of finding active LinkedIn users
7.4.2. Writing an invitation to connect on LinkedIn
7.4.3. Interacting with new contacts on LinkedIn

7.5. **Development of a solid content strategy through thematic pillars**

7.5.1. Identification and positioning of thematic pillars
7.5.2. Identification of the thematic pillars in the strategy
7.5.3. Development and maintenance of the thematic pillars over time

7.6. **Linking thematic pillars to personal history. The Importance of Emotions**

7.6.1. Identification of stories related to the thematic pillars that build credibility and viral potential
7.6.2. How to tell effective stories in LinkedIn
7.6.3. How to connect personal stories with key messages on LinkedIn
7.6.4. Creating a personal story of transformation for a first post on LinkedIn

7.7. **Generation of impactful content on LinkedIn. Importance of inspiring and teaching**

7.7.1. Use of technical or scientific data related to the thematic pillars to create educational content
7.7.2. Benchmarking: case studies of viral content creators on LinkedIn using these techniques
7.7.3. Translating analysis into practice

7.8. **Preparation of LinkedIn Posts**

7.8.1. Selecting the content and format with the greatest potential for LinkedIn posts
7.8.2. Creating a variety of formats and styles for posts on LinkedIn
7.8.3. Publication and follow up of the first posts on LinkedIn

7.9. **Growing your LinkedIn account: followers and engagement**

7.9.1. Importance of Follower Monitoring in LinkedIn
7.9.2. Monitoring of Follower Growth in LinkedIn
7.9.3. Use of follower data on LinkedIn

7.10. **Evaluation and adjustment of the editorial strategy**

7.10.1. Identifying trends and patterns in audience behavior
7.10.2. Reinforcing strengths and weaknesses to improve editorial strategy
7.10.3. Digital tools for an advanced use of LinkedIn
7.10.4. Optimal use of LinkedIn as a tool to strengthen digital personal branding

Module 8. Networking for personal brand building. Networking, events and PR strategies as levers for growth

8.1. Networking Fundamentals and Relevance
8.1.1. Types of Networking
8.1.2. Creation of a Neural Network- Training and Collaboration
8.1.3. Realization of a Networking Plan

8.2. Networking to strengthen Personal Brand Building
8.2.1. Identifying Key Accounts
8.2.2. Selection of opinion leaders
8.2.3. How to expand and leverage your network of contacts

8.3. Events as a Networking strategy
8.3.1. The Power of Online and Offline Networking Events
8.3.2. Types of Networking Events
8.3.3. Organizing an event as a strategy to improve your personal branding

8.4. Public Relations and Personal Branding
8.4.1. Importance of Public Relations
8.4.2. Types of Public Relations strategies
8.4.3. Using PR to increase visibility and authority

8.5. Effective communication strategies for Newtorking
8.5.1. Effective communication techniques in face-to-face actions or events
8.5.2. Effective communication techniques in the use of e-mail
8.5.3. Effective communication techniques in the use of of social networks

8.6. Effective offline networking to strengthen personal branding
8.6.1. Networking in communities, conferences, seminars and business events
8.6.2. Networking with local stakeholders
8.6.3. Maintaining contact to seek opportunities for collaboration

8.7. Effective Online networking to strengthen personal branding
8.7.1. Digital tools and platforms for Networking
8.7.2. Participation in online networking events
8.7.3. Maintaining online networking relationships

8.8. Other useful PR actions to grow personal branding
8.8.1. Media Relations
8.8.2. Relationship with influential people
8.8.3. Publication of a book as a PR strategy
8.8.4. Creation of a Multimedia Contents as a PR strategy

8.9. Crisis Management in Networking and Public Relations
8.9.1. The importance of ethics and accountability in crisis management
8.9.2. Design crisis communication of a strategy
8.9.3. Effective Networking for crisis management in Public Relations

8.10. Measuring the success of a PR strategy
8.10.1. Social Network Monitoring
8.10.2. Qualitative and quantitative evaluation of the events
8.10.3. Visibility in the Media

Module 9. Inbound and e-mail marketing strategies, techniques and tools for building and generating personal branded content

9.1. Inbound Marketing Strategies applied to personal branding
9.1.1. Inbound Methodology. Objectives
9.1.2. Attraction strategy
9.1.3. Interaction strategy
9.1.4. Delight strategy

9.2. Content Creation
9.2.1. Identification of the thematic pillars of the content to be developed
9.2.2. Educational vs. non-educational content non-educational content
9.2.3. The 20 content ideas that help personal brand growth
9.2.4. Inspiring examples of personal value contents of personal value

9.3. Tools for curating content and fostering creativity
9.3.1. Feedly
9.3.2. Google Alerts
9.3.3. Buzzsumo
9.3.4. Other Tools

9.4. Planning and productivity for content creation
9.4.1. Design of an editorial calendar
9.4.2. Content creation based on business business objectives
9.4.5. Media Planning Tools Google Drive, Notion, Asana, Trello

9.5. Visual design and tools for the creation of visual digital content
9.5.1. Correct use of color palette, logo and branding
9.5.2. Personal brand photography
9.5.3. Canva: Advanced practical workshop

9.6. Sales funnel for Personal Brand Building
9.6.1. Utility of sales funnel for Personal Brand Building
9.6.2. Funnel function. Phases
9.6.3. Relationship between content types and conversion rate

9.7. Conversion of followers to leads
9.7.1. Lead: importance for building a personal branded business
9.7.2. LinkedIn profile targeting to maximize lead generation
9.7.3. Instagram profile targeting to maximize lead generation
9.7.4. Personal web optimization to capture leads

9.8. Design of an email marketing strategy
9.8.1. Importance of an email marketing strategy
9.8.2. Free email marketing tools to build relationships with subscribers
9.8.3. Presence in the mind of the buyer persona: the newsletter

9.9. Marketing Automation for personal branding
9.9.1. Incentive to join the community
9.9.2. The importance of the first welcome sequence
9.9.3. Example of a welcome sequence that helps generate sales

9.10. Podcast: new key channel in the Inbound Marketing strategy
9.10.1. Creation of a podcast. Steps to Follow
9.10.2. Formats and types of content
9.10.3. Podcast dissemination and visibility

Module 10. KPIs Personal brand impact: metrics for measuring results and multi-sector success stories

10.1. Personal branding KPIs:Application
10.1.1. Definition and importance of establishing KPIS
10.1.2. Types of KPIs and key indicators for measuring the success of Personal Brand Building
10.1.3. The role of vision and personal brand positioning in KPIs

10.2. Selecting the right KPIs to measure your Personal Brand Building success
10.2.1. Variables for selecting relevant KPIs in the Personal Brand Building strategies
10.2.2. Identification of the objectives of the personal brand: Definition of the objectives of the personal brand to establish appropriate KPIs
10.2.3. Prioritization of KPIs according to established objectives and goals.

10.3. Types of tangible KPIs for Personal Branding
10.3.1. Analysis of scope KPIs
10.3.2. Analysis of Interaction KPIs
10.3.3. Analysis of Conversion KPIs

10.4. Types of tangible KPIs for Personal Brand Building
10.4.1. Analysis of reputation KPIs
10.4.2. Analysis of Influence KPIs
10.4.3. Analysis of Credibility KPIs

10.5. Personal Brand Building in influence
10.5.1. The Figure of the Manager Typologies of influencers
10.5.2. Approach to Digital Marketing
10.5.3. Benefits, choice and KPIs

10.6. Interpretation of KPIs: monitoring, measurement and optimization
10.6.1. Monitoring: implementation of a system for monitoring and measuring of KPIs for Personal Brand Building
10.6.2. Measurement Interpretation of Data
10.6.3. Optimization: aspects to be assessed to adjust the strategy according to KPIs
10.6.4. Final Recommendations

10.7. Case analysis: Personal Brand Building in entrepreneurs and freelancers
10.7.1. Case 1: Presentation, analysis of the digital strategy and best practices
10.7.2. Case 2: Presentation, analysis of the digital strategy and best practices
10.7.3. Case 3: Presentation, analysis of the digital strategy and best practices

10.8. Case analysis: Personal Brand Building in Influencers
10.8.1. Case 1: Presentation, analysis of the digital strategy and best practices
10.8.2. Case 2: Presentation, analysis of the digital strategy and best practices
10.8.3. Case 3: Presentation, analysis of the digital strategy and best practices

10.9. Case analysis: Personal Brand Building in Sport
10.9.1. Case 1: Presentation, analysis of the digital strategy and best practices
10.9.2. Case 2: Presentation, analysis of the digital strategy and best practices
10.9.3. Case 3: Presentation, analysis of the digital strategy and best practices

10.10. Case analysis: personal branding in employed professionals
10.10.1. Case 1: Presentation, analysis of the digital strategy and best practices
10.10.2. Case 2: Presentation, analysis of the digital strategy and best practices
10.10.3. Case 3: Presentation, analysis of the digital strategy and best practices

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

"

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

" *At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"*

This program prepares you to face business challenges in uncertain environments and achieve business success.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments"

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

3%

30%

15%

4%

Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Our Students' Profiles

The Executive Master's Degree is aimed at Graduates who have previously completed any of the following degrees in the field of Social and Legal Sciences, Administration and Economics. The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program. Also, this program can be taken by professionals who, being university graduates in any area, have work experience as Community Manager or Social Media.

"

You will define your personal branding on TikTok, Instagram, Facebook or LinkedIn, the professional social network par excellence"

Average Age

Between **35** and **45** years old

Years of Experience

More than 15 years **19%**

5 years **13%**

10 to 15 years **35%**

5 to 10 years **33%**

Training

Business Economics **28%**

Communication **42%**

Social Sciences **16%**

Others **14%**

Educational Profile

Communication **37%**

Public Relations **18%**

Entrepreneurs **29%**

Others **14%**
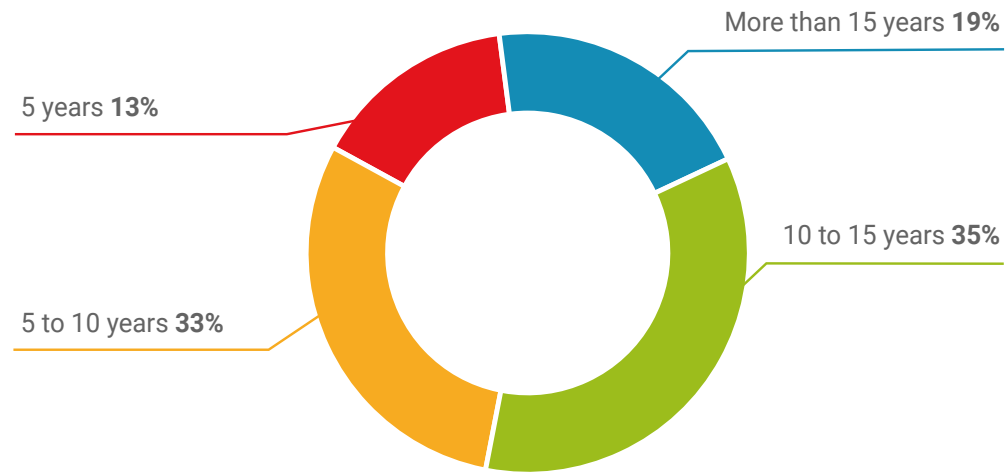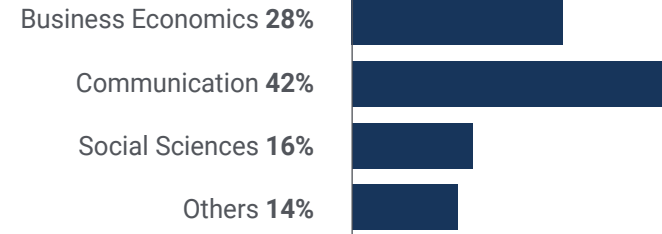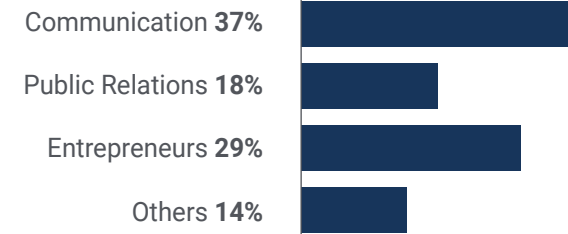
Geographical Distribution

USA **9%**
Spain **41%**
Mexico **32%**
Colombia **18%**
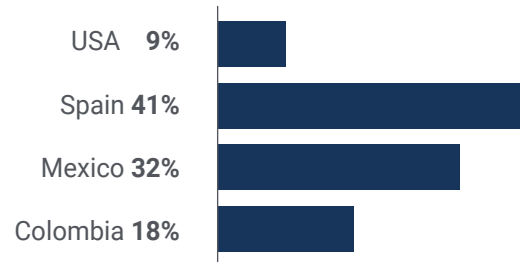
Natalia Urquijo Pérez

Social Media and Content Manager

"This program has given me the keys I needed to strengthen my Personal Brand Building and also contribute to the development of my digital business. All this, thanks not only to the program's syllabus, but also to the specialized teaching staff with extensive experience in this sector"

Course Management

In order to achieve the highest possible quality of all the educational content, TECH has selected a group of teachers who are experts in the different areas covered by cybersecurity. Therefore, the manager will have access to a syllabus written by professionals with extensive experience in Cybersecurity Policy Management, who have contributed to all the theory with their distinctive practical vision for each of the topics covered.

Rely on a teaching staff with experience in senior management and complex IT security management, with topics dedicated to information systems maintenance, forensic analysis and Hijacking"

Management

Ms. Vázquez Viaño, Laura María

- Director of Marketing and Digital Strategy at Torres and Carrera
- Director of Client Services and Chief Marketing Officer at Roi Scroll
- Head of Social Media and Digital PR at Havas
- Senior Communications & Social Media Consultant at Best Relations
- Account Executive Junior Advertising and PR- Noa Nogueira
- Teacher at Universidad Europea Miguel de Cervantes
- Teacher at Escuela Internacional de Marketing
- Teacher at Escola Superior de Relaciones Públiques de Barcelona
- Teacher at IEBS
- Degree in Advertising and Public Relations. Double Extraordinary End of Degree Award of the Xunta de Galicia and the University of Vigo
- Postgraduate degree in Search and Social Media Marketing from the University of Barcelona.

Professors

Dr. López Rodríguez, Carla

- International consultant and Personal Brand Building trainer
- Visual Comercial, responsible for product presentation at Inditex in Austria
- Teacher at the University of Vigo
- Teacher at University Bring
- Degree in Advertising and PR the University of AlicanteDegree in Audiovisual Communication at the University Vigo
- Dr. in Communication from the University of Vigo with International Mention and Cum LaudeMaster's Degree in Strategic Management and Innovation in Communication from the University of Malaga

Ms. Luque Diaz, Daniela

- Consultora Marca personal en LinkedIn
- Marketing Strategy Coordinator at KIND APP in Sweden
- Coordinator of Arts Programs in the Department of Arts and Humanities at New York UniversityManagement of the marketing strategy for the collection of fashion accessories for the fashion accessories collection for the AITA brand
- Project Manager / Marketing & Events at Top Gear Promotions in Dubai
- Eurofragance Dubai Operations Coordinator
- Business Development Director of Grupo Intercom in Barcelona
- Degree in Film & TV Production at the National University of ColombiaMaster's Degree in Entrepreneurship & Innovation from Sten K, Johnson Centre for Entrepreneurship Lund University
- Master's Degree in Public Relations& from ESERP Business School
- Master's Degree in Retail Management from the Autonomous University of Barcelona

Ms. García Sanz, Nagore

- Communications Consultant
- Communications Manager in the Youth Department of the Provincial Council of Gipuzkoa Provincial Council of Gipuzkoa
- Responsible for communication at the launch of the Kühne Business School
- Degree Information Sciences from the University of País Vasco
- Master in Digital Marketing and Community Management from the Marketing and Web School
- Expert in Information Service and Citizen Attention by the University of Salamanca
- Webmaster. Graphic design, web programming and digital marketing by the air design School
- Records Management and Archives Administration by Eusko Ikaskuntza & Asmoz Foundation
- Expert in Economics, Management and Technology of Public Innovation by the Faculty of Economics, Business and Tourism of the University of Alcalá

D. Recolons Argenter, Guillem

- Brand Director in Omnia Marketing
- Consultant and partner at Integra Personal Branding
- Director and partner at Soymimarca
- Director and Personal Communication Consultant at Lateral Consulting
- General Manager at Altraforma
- Deputy Director and New Business Management at Saatchi & Saatchi Advertising
- Professor of Personal Political Branding at the Univesritat Ramon Llul
- Teacher of Personal Branding at Universitat Pompeu Fabra
- Master's Degree in ESMA Marketing
- Publicist by the College of Marketing and Communication of CataloniaGraduate in Human UOC, Catalunya Open University

Dr. García Veiga, Mariam

- CEO RockNRebel
- Teaching staff the University of Santiago de CompostelaDegree in Political Science and of public administration from the University of Santiago de Compostela
- Doctor in General and Digestive Surgery, University of Santiago de Compostela
- Master's Degree in Marketing and Political Communication from the University of Santiago de Compostela
- Master's Degree in Statistical Techniques to advance from the University of Santiago de Compostela
- Master in International Business/Trade/Commerce by Universidad Intercontinental de la Empresa
- Master in Web Analytics by Kschool

Make the most of this opportunity to learn about the latest advances in this subject to apply it to your daily practice"

Impact on Your Career

This university program seeks the professional growth of all students at a time when an adequate presence in the digital world is imperative. For this reason, taking this Master's Degree will allow students to promote their own Personal Branding or that of other entrepreneurs who require the provision of such services.

"

With this university degree you will be able to grow in digital ecosystems, creating a powerful Personal Brand Building"

Are you ready to take the leap?
Excellent professional development awaits.

The Master's Degree in Personal Brand Building at TECH Global University is an intensive program that prepares you to face challenges and business decisions in the field of Digital Marketing and Communication. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

You are just one step away from making a real impact on your clients' Personal Brand Building.

You'll be an expert in obtaining visibility and excellent results positioning results on LinkedIn.

Time of change

During the program
11%

During the first year
63%

After 2 years
26%

Type of change

Internal Promotion **38%**

Change of Company **35%**

Entrepreneurship **27%**
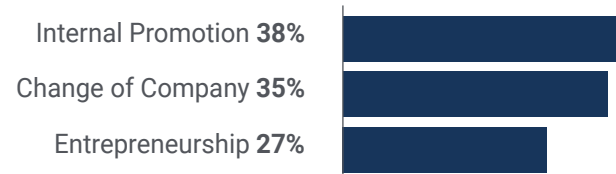
Salary increase

This program represents a salary increase of more than **23%** for our students

Salary before	A salary increase of	Salary after
$43,000	**23%**	**$52,890**

11

Benefits for Your Company

The Master's Degree in Personal Brand Building contributes to increase the talent of the organization that integrates professionals with this specialization in its staff. The fact is that having knowledge in this field benefits the growth of the company, attracting the growth of the company, attracting customers who require these services or the implementation of innovative strategies in the digital world.

Integrate the most successful Inbound and Email Marketing strategies, techniques and tools thanks to this academic option"

Developing and retaining talent in companies is the best long-term investment.

01

Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.

05 Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06 Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

12

Certificate

The Executive Master's Degree in Personal Brand Building guarantees students, in addition to the most rigorous and up-to-date education, access to a Executive Master's Degree diploma issued by TECH Global University.

" *Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This program will allow you to obtain your **Executive Master's Degree diploma in Personal Brand Building** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.
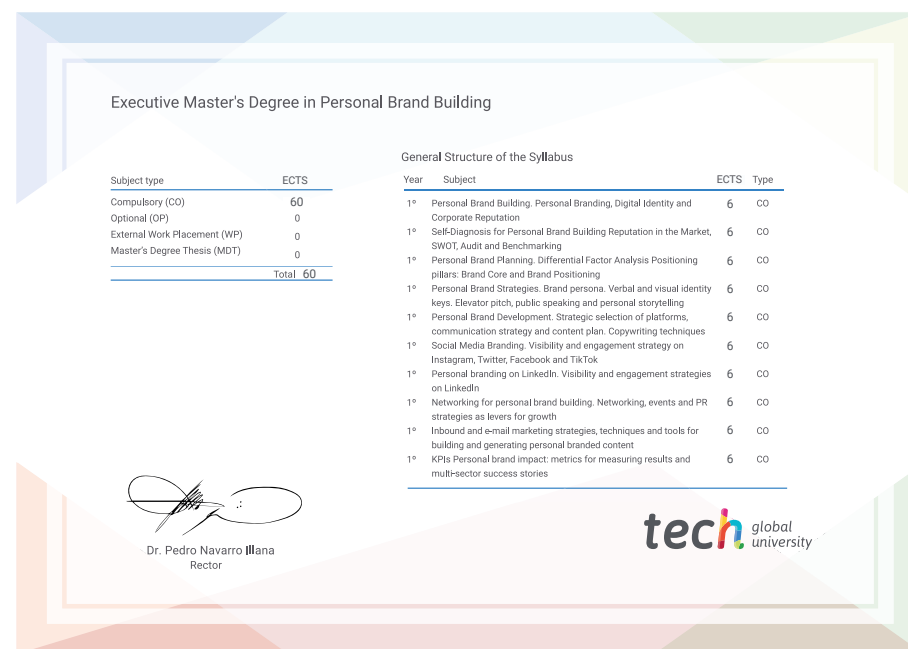
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Executive Master's Degree in Personal Brand Building**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**

tech global university

Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Executive Master's Degree in Personal Brand Building

This is a program of 1,500 hours of duration equivalent to 60 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Chancellor

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Executive Master's Degree in Personal Brand Building

Subject type	ECTS
Compulsory (CO)	60
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total	60

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Personal Brand Building. Personal Branding, Digital Identity and Corporate Reputation	6	CO
1º	Self-Diagnosis for Personal Brand Building Reputation in the Market, SWOT, Audit and Benchmarking	6	CO
1º	Personal Brand Planning. Differential Factor Analysis Positioning pillars: Brand Core and Brand Positioning	6	CO
1º	Personal Brand Strategies. Brand persona. Verbal and visual identity keys. Elevator pitch, public speaking and personal storytelling	6	CO
1º	Personal Brand Development. Strategic selection of platforms, communication strategy and content plan. Copywriting techniques	6	CO
1º	Social Media Branding. Visibility and engagement strategy on Instagram, Twitter, Facebook and TikTok	6	CO
1º	Personal branding on LinkedIn. Visibility and engagement strategies on LinkedIn	6	CO
1º	Networking for personal brand building. Networking, events and PR strategies as levers for growth	6	CO
1º	Inbound and e-mail marketing strategies, techniques and tools for building and generating personal branded content	6	CO
1º	KPIs Personal brand impact: metrics for measuring results and multi-sector success stories	6	CO

Dr. Pedro Navarro Illana
Rector

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*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

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Executive Master's Degree
Personal Brand Building

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Credits: **60 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Executive Master's Degree
Personal Brand Building

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